



KODAK PHOTO NOTES

For Registered Owners of the Kodak
Reference Handbook and the
Kodak Photographic Notebook

FALL • 1949

Start Your Christmas Photo Greetings Now

How many times have you made a stern resolution to start making your photographic Christmas greeting cards earlier next year?

Well, "next year" is here, and now is the time to start. If you are looking for ideas, or if you haven't made photographic greeting cards before, ask us to send you the free booklet, *Photographic Greeting Cards* (G11 on the list on page 8). This booklet explains in detail several ways of making the cards, but here are a few general points to keep in mind.

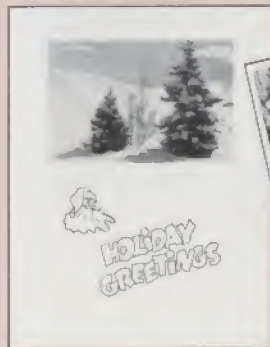
The Formula: A good, reliable formula to follow is: (1) make them *personal*, (2) make them *simple*, and (3) make them *now*.

Friends and relatives—especially those who live too far away for frequent personal visits—like to receive a card that includes a photograph of you or members of your family. It should, of course, be a recent photograph. Better yet, make a special picture for the purpose. See how many different ways you can say "Merry Christmas" in a picture.

Simple ideas and straightforward layouts are almost always more effective than complicated ideas and "arty" layouts. A story-telling picture should get its idea across instantly, so make the story simple. Let the picture dominate the card. Firmly restrain the impulse to add

Kodak Christmas Greeting
Masks, No. 27

Kodak Christmas Greeting
Mask, No. 30



a lot of distracting "embroidery," such as figures and decorations.

An early start is most important. For one thing, it is well to order early from your Kodak dealer the supplies—paper, envelopes, etc.—that you will need. Later on his stock of some needed items may be exhausted. You may have a dandy idea for a picture to use in your card. If you have, shoot the picture now; otherwise, you may find out too late that the idea doesn't come off the way you planned it. With plenty of time in which to finish the job, you can work unhurriedly, carefully. And the finished card will reflect the care that has gone into it.

The Easier Way: One way to dodge much of the work of greeting card production, and at the same time assure a neat and attractive card, is to use the popular Kodak Christmas Greeting Masks. Your Kodak dealer has them. The No. 27 masks measure $4\frac{1}{4} \times 5\frac{1}{2}$ inches over all (except the miniature mask), and come in either horizontal or vertical format with openings for the following negative sizes: 2×3 in. (620 negatives), $2\frac{3}{8} \times 4$ in. (616 negatives), $2\frac{1}{8} \times 2\frac{1}{8}$ in. (Reflex-620 negatives), and 22×34 mm (for 35 mm and Bantam negatives). The miniature mask, for use in enlargers, has outside dimensions of $2\frac{1}{4} \times 3\frac{1}{4}$ in.

Kodak Post Card Greeting Masks, No. 30, measure $3\frac{1}{4} \times 5\frac{1}{2}$ in. and are intended for printing on standard photographic post card stock. They are available in only one design with openings for No. 620 film negatives. They are sold in sets of two masks—horizontal and vertical.

Kodak French-Fold Greeting Masks, No. 32, permit you to print in one operation the cover design and sentiment, plus a small design and the picture on the inside. Each mask has openings for 620, 616, and $3\frac{1}{4} \times 4\frac{1}{4}$ in. size negatives, so you really get three masks in one. All No. 32 masks have the same design. They are sold in sets of two—horizontal and vertical. The paper to use with these masks is Kodak Ad-Type Paper A, $8\frac{1}{2} \times 11$ in.

For that final, professional touch, you can dress up your cards by using the Kodak Print Embosser, Kodak Embossing Guide, and Kodak Edge Tinting Outfit. Ask your dealer to show you these handy aids.

- 2 Unless you are making the post-card type of greeting, you'll need envelopes. Your Kodak dealer has the right size to accept standard $4\frac{1}{4} \times 5\frac{1}{2}$ in. cards. Be sure to order an adequate supply right away.



Kodak French-Fold Greeting Mask, No. 32

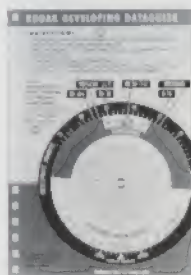
Kodalk Balanced Alkali Speeds Washing Time

ONE of the admittedly less fascinating aspects of doing your own dark-room work is the delay that occurs at the end of an evening's session while you wait for your prints to wash. Frequently, you may be tempted to cut short the washing time. But inadequate washing can cause staining or fading of the prints. Here's a better solution to the problem; it's used by many commercial studios and photo finishers:

The washing time can be reduced as much as 50 per cent by treating the prints in an alkaline solution after fixation in an acid-hardening fixing bath and before washing. Tray washing of several prints together may be done with more assurance that the prints will stand up well, and if some alkali remains permanently in the print, it tends to stabilize the image or prevent its fading in the presence of hypo. For extreme permanency of the image, Hypo Eliminator HE-1 is recommended.

Of the various available alkalis, Kodalk Balanced Alkali is very satisfactory. It is odorless and, unlike carbonate, does not evolve gas bubbles in the presence of an acid fixing bath. For best results, after fixing rinse the prints for a few seconds in water and then place in a 2 per cent solution of Kodalk and agitate for about 2 minutes. Separate the prints frequently to insure access of the solution to both paper base and emulsion. Then wash in the normal manner for half the usual time and dry. Since the emulsion may be softened somewhat by the Kodalk treatment, care must be exercised in using commercial dryers to avoid unferrotyped spots or belt impressions.

The Kodalk bath should be discarded after treating one hundred 8 x 10-inch sheets of double-weight paper per gallon or 150 sheets of single-weight paper per gallon.



NEW—KODAK DEVELOPING DATAGUIDE

THE Kodak Developing Dataguide is an easy-to-use dial calculator that gives the correct developing times for various combinations of 29 Kodak films and plates and 14 developers. Within the permissible range of solution temperatures, it shows at a glance the correct developing time at each temperature for the desired degree of contrast. On the back you'll find information on replenishment and

storage of solutions, and on agitation during development. The Dataguide measures $5\frac{3}{4} \times 8\frac{1}{2}$ inches and is punched for insertion in the *Kodak Photographic Notebook* or for hanging on the wall. Price: 50 cents.

WHAT'S NEW?



*a glimpse of some
recent Kodak products
for better photography*



Kodak Tourist Adapter Kit

Now you can shoot 828 Kodachrome Film in your Kodak Tourist Camera, *f*/6.3 or *f*/4.5. Or you can select any one of three different negative sizes when you use 620 film. The new accessory Kodak Tourist Adapter Kit does the trick.

The kit consists of three film masks (1 $\frac{5}{8}$ x 2 $\frac{3}{4}$ inches, 2 $\frac{1}{4}$ x 2 $\frac{3}{4}$ inches, and 28 x 40 mm), three view-finder masks, two Bantam spool holders, a Bantam spool, a camera back, and a pocket case.

With the exception of the camera back which can be left on the camera, all parts of the kit can be carried in the handy pocket case. Price: \$14.50, including federal tax.

Kodaslide Compartment File

The Kodaslide Compartment File has 12 ingenious, hinged compartments. Each compartment holds 20 Kodak Ready-Mounts or 8 glass slides. You group your slides in the compartments according to subject, and index the slides on the card provided in the cover of the box. When you want slides on a given subject, you simply swing the desired compartment on its hinge, and there they are—precisely the slides you want. No more, no less. The Kodaslide Compartment File is priced at \$3.75.

Kodak Home Printer

THE Kodak Home Printer will print negatives up to 4 x 5 $\frac{1}{2}$ in. on paper up to 5 x 7 in. *Other features:* Four independent margin guides. Adjustable paper-locating guides. Provision for strip-printing. One-piece platen, faced with foam rubber, actuates switch. Ruby lamp supplied. Price: \$12.50, including federal tax.



NEW KODAK TOURIST CAMERA HAS KODAK ANASTAR LENS, SYNCHRO-RAPID 800 SHUTTER

THE introduction of the fifth and top model in the Kodak Tourist Camera line marks a milestone in shutter design and engineering. This new Tourist Camera is the first camera to be equipped with the new Kodak Synchro-Rapid 800 Shutter, the first commercially practical between-the-lens shutter capable of speeds up to 1/800 second. A description of this shutter appears on page 6 of this issue.

The lens on this new Kodak Tourist Camera is a Lumenized, four-element Kodak Anastar Lens, 101 mm $f/4.5$. Except for the lens and shutter equipment, the camera is the same as the other models in the Kodak Tourist



Camera line, described in previous issues of *Photo Notes*. Some of the outstanding points are: unique, bed shutter release; large, enclosed view finder; die-cast aluminum body; leather neck-strap; and attractive styling.

Like other $f/4.5$ and $f/6.3$ Kodak Tourist Camera models, this one accepts the Kodak Tourist Camera Adapter Kit. Camera price: \$95, including federal tax.

Big News In That Booklet On Enlarging Equipment!

There's not room enough in Kodak *Photo Notes* to describe the radically new illumination system and interesting mechanical advances in the recently-announced Kodak Fluralite Enlarger and the Kodak Hobbyist Enlarger.

You'll find complete data, though, in the booklet, *Kodak Enlarging Equipment*, which we are sending with this issue.

We suggest that, after reading about these enlargers, you visit your Kodak dealer and actually see them. If he doesn't have them in stock now, he will very soon.

KODACOLOR FILM, TYPE A FOR PHOTOFLOOD AND FLASH

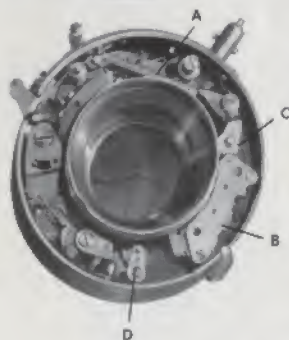
KODACOLOR Film is now available in Type A for photoflood or photoflash exposures indoors.

If you are now using blue flash lamps for indoor snapshots on Kodacolor Film, Daylight Type, you will welcome the gain in effective speed for flash work, as well as the substantial saving in the cost of flash lamps made possible by the new Type A film. In addition, the economical SM and SF lamps—not available in blue—can be used. Kodacolor Film, Type A, permits the flexibility and economy of photoflood illumination.

Kodacolor Film, Type A, has an American Standard Exposure Index of 20 for tungsten, 12 for daylight with filter. For daylight exposures, the Kodachrome Type A Filter For Daylight (Wratten No. 85) is used over the lens. No filter is required for photoflood or photoflash exposures.

Kodacolor Film, Type A, is supplied in the following roll-film sizes: No. 127, 120, 620, 116 and 616. Prices are the same as those for Kodacolor Film, Daylight Type.

New Blade Design Is Secret To Speed In Kodak Synchro-Rapid 800 Shutter



THE new Kodak Synchro-Rapid 800 Shutter, shown without lens in the top illustration at the left, is capable of a range of performance never before achieved in a single shutter.

The remarkable high speed and accuracy of the Kodak Synchro-Rapid 800 Shutter is due largely to the entirely new blade-design which is shown in the middle illustration at the left. Each double-ended blade is rotated about a fixed pivot as the shutter is tripped, the opening and closing cycle being made by one continuous action. The opening edge of each blade uncovers the aperture, and the trailing edge closes it. (In ordinary shutters, the blades must open, stop, then close.) When the shutter is cocked, the five blades move in the reverse direction. During this operation, a pair of cover blades, not shown in the pictures, are in position to prevent light from reaching the film.

Some of the principal controls are keyed in the bottom illustration: The main spring (A) furnishes "driving-time" power for all speeds. The gear train (B) and retard mechanism (C) control the slower exposures. The high speed spring (D) serves as a booster for the 1/800 speed.

For the time being, the Kodak Synchro-Rapid 800 Shutter will be supplied only on the Kodak Tourist Camera with Kodak Anastar $f/4.5$ Lens.

TWO NEW, FREE ARTICLES FOR SLIDE EXHIBITORS

Good Kodachrome slide presentations are sure-fire attention getters. If you want to focus attention on a product, a service, a message, or a lesson, dramatize your story with a slide show. The new booklet, *Notes on Kodachrome Slide Sequences as Aids in Business and Education*, (S6), tells how to go about it. Write for your free copy.

We are also offering the free booklet, *Some Sources of 2 x 2-inch Color Slides*, (S2), which tells where you can obtain ready-made slides on a variety of subjects.

Revised Printings of Kodak Data Books On Sale

Infrared and Ultraviolet Photography

THE Kodak Data Book, *Infrared and Ultraviolet Photography*, has been reprinted with some changes, mainly in the Data Sheets. The book serves as a practical introduction to the fascinating business of taking pictures by means of these invisible rays. Some infrared applications are: long-distance photography, medical photography, "black-out" photography, document examination, and a host of scientific and industrial problems. Ultraviolet photography is also used in some of the above fields, especially for making records of fluorescent objects. Punched to fit the *Kodak Photographic Notebook*. Price: 35 cents.

Slides

A revised printing of the Kodak Data Book, *Slides*, is now on sale at Kodak dealers. A small section on planning slide sequences has been added. The section on making Kodachrome chart or graph slides has been expanded, and the section on making a slide presentation has been greatly enlarged and brought up to date. Several new illustrations have been added. For the latest information on making and showing slides, you should have this Data Book. It's punched to fit the *Kodak Photographic Notebook*. Price: 35 cents, at Kodak dealers.

NEW BOOKLET FOR SNOWTIME SNAPSHOOTERS

KODAK's new booklet, *Wintertime Picture Taking*, covers just about every contingency except the hazard of winding up head first in a snowdrift. *Wintertime Picture Taking* tells how to take sparkling snow pictures—still or movies, black-and-white or color. It tells how to protect yourself and your equipment, too. With full-color covers, this booklet replaces the free article formerly offered under the same name. Punched to fit the *Kodak Photographic Notebook*. Price: 25 cents.

Kodak Ektalite Field Lens For Kodak Reflex I Cameras

OWNERS of the original model of the Kodak Reflex Camera can now have their cameras equipped with the new Kodak Ektalite Field Lens. This unique, flat lens—standard on Kodak Reflex II Cameras—fits under the ground-glass focusing screen and boosts over-all image brightness 250 per cent. When we install the Ektalite Field Lens, we also install a new name plate engraved with the words, "Kodak Reflex IA Camera." That is your assurance that your camera has a genuine Kodak Ektalite Field Lens. The charge for this modification is \$10. The service is available only through Kodak dealers.

NEW BOOK—THE HISTORY OF PHOTOGRAPHY

A KNOWLEDGE of the history and lore of photography adds enormously to the enjoyment of it as a hobby or profession. In his new book, *The History of Photography*, Beaumont Newhall discusses the growth of photography, relating technique and artistry as they evolved against a background of social and economic forces. The book traces the development of photography, both as a science and as an art, from the Renaissance to the present day. The author is eminently qualified for this task. Formerly of The Museum of Modern Art in New York City, he is now Curator of George Eastman House, Inc. 256 pages, 163 illustrations. Price: \$5.00 at Kodak dealers.

FREE LITERATURE ON SPECIAL PHOTOGRAPHIC SUBJECTS

THIS list of free literature supplements the list which is included in the *Kodak Reference Handbook* and the *Kodak Photographic Notebook*. The Summer, 1949 issue of *Kodak Photo Notes* also contains the complete list. This literature will be sent on written request. You are invited to ask for those articles in which you are particularly interested.

Of Seasonal Interest:

G11—PHOTOGRAPHIC GREETING CARDS (16 pages)

New Articles:

S 2—SOME SOURCES OF 2 x 2-INCH COLOR SLIDES (6 pages)

S 6—KODACHROME SLIDES AS AIDS IN BUSINESS AND EDUCATION (8 pages)

C36—NOTES FOR THE PHOTO TRAVELER (12 pages)

Information About Kodak Products:

A14—NEWEST ADDITIONS TO A DISTINGUISHED LINE OF FINE LENSES . . . KODAK EKTAR LENSES *f*/4.5 (6 in., 7½ in., 12 in.)

Copies of some (not all) back issues of *Kodak Photo Notes* are available.

IS YOUR KODAK REFERENCE HANDBOOK UP TO DATE?

The most recently published *Kodak Reference Handbooks* include the following editions of the various sections: *Lenses*—Third Edition, 1948; *Films*—Fourth Edition, 1947; *Filters*—Copyright 1944 (no edition designation); *Color Films*—Fourth Edition, 1948; *Papers*—Fourth Edition, 1947; *Processing and Formulas*—Fourth Edition, 1947; *Copying*—Fourth Edition, 1947. Printing dates later than those listed above do not indicate a major revision, unless specifically noted. You can bring your *Handbook* up to date by replacing outdated sections with the latest editions of Kodak Data Books on sale at Kodak dealers.

SALES SERVICE DIVISION

EASTMAN KODAK COMPANY • ROCHESTER 4, N. Y.